

SMITH COLLEGE
NORTHAMPTON, MASS.

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Amherst, Mass., March 19 . . . Student operated radio stations at Amherst College, University of Massachusetts and Smith College have joined forces in what is believed to be the first direct^{line} intercollege broadcasting network in the country, it was announced today. The network, to be known as the Pioneer Broadcasting System, or PBS, will have its formal opening on Wednesday evening, March 22, at an open house at Smith College, when the first official joint broadcast will be made from Davis Student Center on the Smith campus.

The three stations, Amherst College's WAMF, WMUA at the University of Massachusetts in Amherst, and Smith's WCSR seven miles away in Northampton, Mass. will be linked by direct telephone connections, for the three-way broadcasts scheduled ^{up to} ~~for a~~ ~~one~~ hour minimum period each day.

The network, which brings together a state university, a privately endowed men's college and privately endowed women's college, was instituted to offer a greater variety in programs and a greater market to advertisers, as well as to give the technician and production staffs an opportunity to meet more of the problems that are connected with professional radio work.

Student heads of the network point out that the joint program will enable each station to extend its time on the air to 69 hours a week and to reach about 9,000 college listeners. Each college will present programs which have been effective on its own campus. *of the three* (Specialties ~~included~~ radio plays at Amherst, music at the University of Massachusetts and interview programs at Smith.)

PBS, which gets its name from the Pioneer Valley area in which the three colleges are located, is headed by a board of nine directors including the officers and a president.

(More)

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They are: President, Robert Vance of Amherst College, from ^{Worthington} Columbus, Ohio; Secretary-Treasurer, Edwards Hopple of Amherst College, from ^{Cum gratia}; Publicity, David Meltzer of the University of Massachusetts, from ^{New Bedford}; Advertising, Selma Pierson of Smith College, from Binghamton, New York. Program directors are: Eleanor Echikson of Smith College, from Maplewood, New Jersey; John Hubbard of Amherst College, from ^{White Plains, N.Y.}; and Robert Bates of the University of Massachusetts, from ^{Winchester, Mass.}. Other members of the board are: Roy Pitman of the University of Massachusetts, from ^{Dorchester, Mass.}; ^{Malrose Mass.} ^{New Hampshire} Wayne Langill of the University of Massachusetts, from ^{Mass.}; Patricia Bradford Butler of Smith College, from Brooklyn, New York.

Radio stations have been a recent development in the three Pioneer ~~Valley~~ Valley campuses and they all started broadcasting during the past academic year. Student interest in membership and participation has been high with a total of more than 250 students now working in the three stations.

All three colleges are residential and the stations operate on carrier current which means that programs are piped to the college buildings by wire. In each case only the college community, not the surrounding town, is reached by the station.

WCSR at Smith was set up with money from activities fund voted by the student body for the purpose, and it is housed in a college garage, made over into a radio station. This year broadcasting hours have been extended and the station has instituted a weekly visiting college night in which Yale, Dartmouth, Harvard, MIT, etc. participated. About 200 students are active in ~~WCSR~~ WCSR.

Amherst's WAMF is located in the basement of Walker Hall and its 60 man staff puts on a program 8 hours a day with a plan for extending it to 12. This year it has remodeled its studios and built new transmitting equipment. Its programs included visiting speakers and remote broadcasts of Amherst out-of-town sports events.

They are: President, Robert Jones of Amherst College, from Amherst, Mass.; Secretary,

Treasurer, Edward Rogers of Amherst College, from Amherst, Mass.

Publicity, David Miller of the University of Massachusetts, from New Bedford, Mass.

Advertising, John Platten of Amherst College, from Amherst, Mass.

Now listed, Program directors are: Eleanor Robinson of Amherst College, from Amherst, Mass.

Now listed, John Rogers of Amherst College, from Amherst, Mass.

Robert Jones of the University of Massachusetts, from Amherst, Mass.

Other members of the board are: Roy Platten of the University of Massachusetts, from Amherst, Mass.

Wynne Langill of the University of Massachusetts, from Amherst, Mass.

Patricia Robinson of Amherst College, from Amherst, Mass.

New York

The following are the names of the students who have been elected to the board of directors of the Amherst College Radio Station. They are: Robert Jones, President; Edward Rogers, Treasurer; David Miller, Publicity; John Platten, Advertising; Eleanor Robinson, Program Director; John Rogers, Program Director; Roy Platten, Board Member; Wynne Langill, Board Member; Patricia Robinson, Board Member.

All three colleges are participating in the station project on a non-exclusive basis. The station is located in the basement of the Amherst College building. It is reached by the station.

With at least one set up with many from activities found voted by the student body for the purpose, and it is named in a college garage, with over into a radio station. This year broadcasting hours have been extended and the station has installed a weekly visiting college night in which Yale, Harvard, MIT, etc. participated. About 200 students are active in the station.

Amherst's WARP is located in the basement of Walker Hall and its 50 watt staff runs on a program 5 hours a day with a plan for extending it to 12. This year it has renovated its studios and built new transmitting equipment. Its programs include visiting speakers and remote broadcasts of Amherst out-of-town sports events.

Starting out with only public address and recording equipment the University organization of Massachusetts ~~acquired~~ acquired army surplus equipment from Fort Devens, received a charter from the university and developed into a radio station. The 135 students and faculty members, who make up the station personnel, are headed by a five man board of directors and the station is financed by money allocated by the student senate of the University.

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During the war only public address and recording equipment the University
of Minnesota's Radio Station acquired very valuable equipment from the University,
which from the university and developed into a radio station. The 1930 station and
local network, the radio of the station network, are located by a line and board of
directors and the station is financed by money obtained by the student body of the

University.